



BACKWARD CLASS YOUTH RELIEF COMMITTEE'S

BHIWAPUR MAHAVIDYALAYA

BHIWAPUR DIST. NAGPUR- 441201

ACCREDITED WITH GRADE 'B' (CGPA-2.54) BY NAAC, BENGALURU

ISO-9001:2015

AFFILIATED TO RASHTRASANT TUKADOJI MAHARAJ NAGPUR UNIVERSITY, NAGPUR

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Tel: 07106-232349

ACTIVITY REPORT

ACADEMIC SESSION	2022-2023
ORGANIZER	Bhiwapur Mahavidyalaya
NAME OF THE ACTIVITY	Certificate Course in Retail Marketing
AREAS COVERED	<ul style="list-style-type: none">• An overview of Retailing• Retail store location and layout• Communicating with the retail customer• Globalization and changing retail formats
PROGRAMME SCHEDULE	From 1 st February, 2023 to 30 th February, 2023.
VENUE	Bhiwapur Mahavidyalaya
MODE OF ACTIVITY	Offline
ORGANIZING COMMITTEE	COMMITTEE FOR RUNNING B. VOC. DEGREE PROGRAMMES (Bachelor of Vocation), COMMUNITY COLLEGES, CAREER ORIENTED PROGRAMMES, ADVANCED DIPLOMA PROGRAMMES AND ONE STUDENT ONE SKILL PROGRAMME (OSOSP)
PROGRAMME COORDINATOR	Asst. Prof Dr. Rajesh Bahurupi

COMMITTEE MEMBER	Asst. Prof. Dr. Anita Mahawadi war
KEYNOTE SPEAKER/RESOURCE PERSON (Furnish a Brief Report on the Keynote Speaker's Expertise)	Asst. Prof Dr. Rajesh Bahurupi
TARGET GROUP	Students of the College
NUMBER OF STUDENTS PARTICIPATED/BENEFICIARIES	40
SYLLABUS AS PER THE MODULE	<p style="text-align: center;">Certificate Course in Retail Marketing</p> <p>Syllabus</p> <p>Unit – I An overview of Retailing-Types of Stores-Product Retailing vs. Service Retailing-Non Store Retailing-Retail Strategy-Achieving Competitive Advantage and Positioning Retailing Environment-Legal, Social, Economic, Technological, Issues-Trends in the Indian Retailing Industry.</p> <p>Unit – II Retail Store Location and Layout-Country/Region Analysis-Trade Area Analysis-Site Evaluation and Selection-Store Design and Layout-Comprehensive Store Planning-Exterior Design and Layout-Interior Store Design and Layout-Interior Design Elements.</p> <p>Unit – III Communicating with the Retail Customer-Retail Promotion mix- Advertising-Sales Promotion-Publicity-Retail Selling Process-Retail Database-In-store Customer Service.</p>

	<p>Unit – IV Globalization and Changing Retail Formats-Online Retailing-International Retailing-Opportunities and Challenges-Market Entry formulas-New Customized Formats (customized stores, portable stores, merchandise depots, retail theatre, service malls, customer-made stores, interactive kiosk ‘shopping arcades’)</p>
<p>BRIEF REPORT</p>	<p>‘COMMITTEE FOR RUNNING B. VOC. DEGREE PROGRAMMES (Bachelor of Vocation), COMMUNITY COLLEGES, CAREER ORIENTED PROGRAMMES, ADVANCED DIPLOMA PROGRAMMES AND ONE STUDENT ONE SKILL PROGRAMME (OSOSP)’, conducted ‘Certificate Course in Retail Marketing’ during the Academic Session 2022-2023. We conducted the ‘Certificate Course in Retail Marketing’ in our Institution from 1st February, 2023 to 30th February, 2023.</p> <p>Dr. Jobi George, the Principal of our College, Associate Prof. Dr. Sunil Shinde, Asst. Prof. Dr. Mangesh Kadu, Asst. Prof. Dr. Vinita Virgandham, the (IQAC Coordinator), Asst. Prof. Dr. Anita Mahawadi war, the Coordinator of One Student One Skill Programme (OSOSP) and Asst. Prof. Dr. Rajasree. O.P. appreciated the students for their active participation in the COP. In all, Forty students of the College accomplished the ‘Certificate Course in Retail Marketing’. Upon successful completion of the ‘Certificate Course in Retail Marketing’, Certificates were issued to all the successful students.</p>

PARTICIPATED STUDENTS	S.N	NAME OF STUDENTS	CLASS
	01	SWAPNIL RAJU HADAGODE	B.COM I
	02	ARYAN ARUN FULZELE	B.COM I
	03	NIKHIL TUKARAM SHENDE	B.COM I
	04	SUKRAM DINESH SAHARE	B.COM I
	05	SAURABH UMESH MESHARAM	B.COM I
	06	RANI PRABHAKAR HUKARE	B.COM I
	07	YASH MOHAN DADMAL	B.COM I
	08	SAHIL SANJAY RAYE	B.COM I
	09	AKASH PRAMOD BAWANE	B.COM I
	10	SAHIL PARASRAM YEOLE	B.COM I
	11	POORVA NAMDEO INGOLE	B.COM I
	12	SUPRIYA LAXMAN MESHARAM	B.COM I
	13	SAHIL JALIL PATHAN	B.COM I
	14	SATISH RAMESH BORSARE	B.COM I
	15	ROSHAN MANOHAR DHONE	B.COM I
	16	RAJAT RANDHIR MADANKAR	B.COM I
	17	SURAJ VIJAY DHAPKAS	B.COM I
	18	VISHAL VISHNU BAREKAR	B.COM I

	19	BHUSHAN PRAMOD MANDURKAR	B.COM I
	20	ROHIT SANJAY ANKAR	B.COM I
	21	VEDANGANA WASUDEO CHAUDHARI	B.COM II
	22	GIRISHMA RAMBHAU DONGARE	B.COM II
	23	VIPUL RATIRAM TAMBE	B.COM II
	24	SUMIT HARIDAS ROHANKAR	B.COM II
	25	CHETAN PURUSHOTTAM LANDE	B.COM II
	26	KARTIK DINESH MALODE	B.COM II
	27	VEDANGANA WASUDEO CHAUDHARI	B.COM III
	28	GIRISHMA RAMBHAU DONGARE	B.COM III
	29	VIPUL RATIRAM TAMBE	B.COM III
	30	SUMIT HARIDAS ROHANKAR	B.COM III
	31	ANKIT ASHOK SHRIRAME	B.COM III
	32	HARSHAL PRAMOD MANDURKAR	B.COM III
	33	SUJIL SURESH KAIKADE	B.COM III
	34	JYOTI DHRUVKUMAR KATEKHAYE	B.COM III
	35	JANHAVI DIWAKAR CHANEKAR	(B.A I)
	36	RAJ HARIDAS NAGOSE	(B.A I)
	37	SHRAVANI DILIP CHATTE	(B.A I)

	38	DHANASHRI SANDIP BELE ((B.Sc. I)
	39	SUHANI SURESH SONTAKKE	(B.Sc. I)
	40	ZARANA SOMESHWAR SURYAWANSHI	(B.Sc. I)
PROGRAMME OBJECTIVES	<ul style="list-style-type: none"> • To make our students competent to face the challenges in future. • To develop market based talents among our students. • To motivate our students to participate in the Flagship ‘One Student One Skill Programme (OSOSP)’ of our Institution. • To develop students’ interest in Skill Oriented Programmes. • To reduce the unemployment ratio. • To create talent space among our students. • To give wider exposure to students in exploring their hidden talents. • To ensure the holistic development of our students. • To build confidence among our students. • To develop the overall personality of our students. 		
PROBLEMS FACED, IF ANY	<p>Attendance and Engagement: Ensuring consistent attendance and active participation of students throughout the Course was a challenge for the Committee.</p> <p>Infrastructure and Technology: Technical issues, such as</p>		

	<p>Computer or Software problems, disrupted the Course delivery.</p> <p>Scheduling Issues: Coordinating schedules for both instructors and students was challenging for the Committee.</p> <p>In spite of all these issues, the Committee ensured effective planning, resource allocation, continuous monitoring and adaptation of teaching methods and materials.</p>
<p>PROGRAMME OUTCOMES</p>	<ul style="list-style-type: none"> • Developed market based talents among our students. • Reduced the unemployment ratio. • Created talent space among our students. • Motivated the students to participate in the Flagship ‘One Student One Skill Programme (OSOSP)’ of our Institution. • Students became competent to face the challenges in the future. • Developed students’ interest in the ‘Certificate Course in Retail Marketing’. • Built confidence among our students. • Ensured the holistic development of our students. • Students received Certificates of Appreciations. • Developed the overall personality of our students. • Gave wider exposure to students in exploring their hidden talents.

**PHOTO GALLERY
WITH CAPTIONS**

सुचना

वरिष्ठ महाविद्यालयातील सर्व विद्यार्थ्यांना सुचित करण्यात येत की 2022-23 या शैक्षणिक सत्रात विद्यापीठ अनुदान आयोग पुरस्कृत आपल्या महाविद्यालयात Career Oriented Programme अंतर्गत Certificate Course in Retail Marketing प्रमाणपत्र अभ्यासक्रम सुरु करण्यात येत आहे, ज्या विद्यार्थ्यांना या अभ्यासक्रमात प्रवेश घ्यायचा आहे. त्यांनी दि. 2-1-2023 पर्यंत अभ्यासक्रमातील प्रवेशा करीता नोंदनी करावी व नोंदनी होताच दिनांक 1-2-2023 पासून सदर अभ्यासक्रम नियमित होतील याची नोंद विद्यार्थ्यांनी घ्यावी.

दि. :- 30-12-2023

S Bahumpi
Programme Co-ordinator

- 1) B.Com I - Shamdi
- 2) B.Com II - S
- 3) B.Com III - Bm
- 4) B.Sc I - Shamdi
- 5) B.Sc II - Shamdi
- 6) B.Sc III - Shamdi
- 7) B.A I - Mushtak
- 8) B.A II - Shamdi
- 9) B.A III - Shamdi

Circular regarding the commencement of 'Certificate Course in Retail Marketing'

Bhiwapur Mahavidyalaya Bhiwapur
Certificate Course in Retail Marketing
Under skill Development Programme
Time Table

Day & Time	Course
Monday 1.30 To 2.30	Retail Marketing
Tuesday 1.30 To 2.30	Retail Marketing
Wednesday 1.30 To 2.30	Retail Marketing
Thursday 1.30 To 2.30	Retail Marketing
Friday 1.30 To 2.30	Retail Marketing
Saturday 1.30 To 2.30	Retail Marketing

S Bahumpi
Programme Co-ordinator

Copy of time table for the 'Certificate Course in Retail Marketing'.